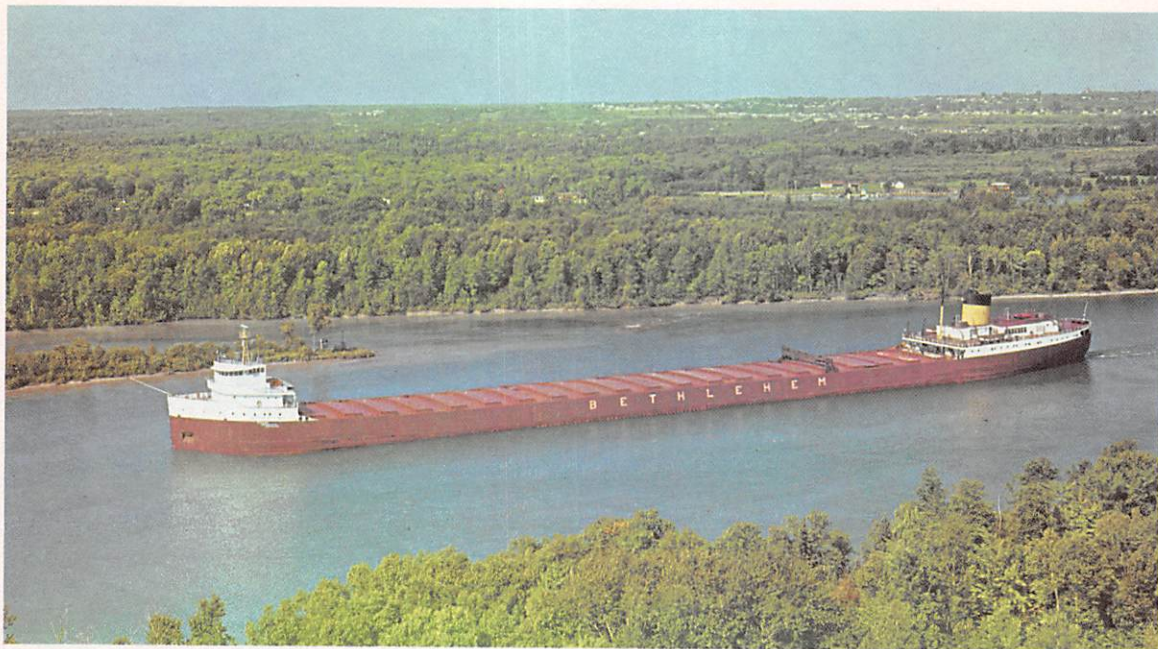
  
Dick Dorius, President  
Physicians Supply Company

SINCE 1924 YOUR HOUSE OF FRIENDLY SERVICE



*Lumber companies had to depend on animal power to drag the logs to nearby streams.*



*Ships such as this carry 25,000 tons (22,500 t) of ore.*

## **Cultural Values and Industrialism**

There is one more thing that helps decide if a country will become industrialized. It has nothing to do with raw materials, capital, machines, coal, or markets. It has nothing to do with anything you can touch or see. It has to do with how people feel about change. In other words, it has to do with their values.

Suppose the people in a society say

has plenty of raw materials, capital, labor, and everything else that is needed, industrialism will come to such a land very, very slowly.

There are many such societies today. The leaders want very much to industrialize, but most of the people do not want to change their ways of doing things. Industrialism would come much more quickly if a large number of the people were willing to do things differently.